

## Sport Management

### Career Possibilities

*Some options may require further/prior education*

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|---|--|
| Athletic Director   | National Event Coordinator                         |
| Activities Director                                       | Manager of Player/Athlete Programs                 |
| Brand Manager   | Sporting Goods Merchandising Specialist            |
| Community Development Specialist                          | Sponsorship Specialist                             |
| Community Sport Convenor/Director                         | Sports Agent                                       |
| Customer/Client Relations Educator - Teacher; Professor   | Sport Association Executive                        |
| Digital Media Supervisor/Manager                          | Sports Broadcaster                                 |
| Events and Attractions Manager                            | Sports Data & Video Analyst                        |
| Game Day Operations Manager                               | Sport Finance Manager/Specialist                   |
| General Manager of National/Provincial Sport Organization | Sports Information/Media                           |
| Facilities Operations Manager                             | Sports Journalist                                  |
| Marketing/Promotions Specialist                           | Sports Marketing Analyst                           |
|   | Sport Tourism Lead/Professional Tournament Manager |













### Degree Specific Skills

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|--|---|
| • Ability to Observe, Listen and Clarify Information | • Leadership & Facilitation                   |
| • Ability to Simplify or Explain a Concept           | • Motivating Others to Reach Their Goals      |
| • Analytical & Problem Solving Skills                | • Planning & Organization Skills              |
| • Assessment and Evaluation Skills                   | • Program/Event Design Operation & Evaluation |
| • Attention to Detail                                | • Providing Feedback in a Diplomatic Manner   |
| • Critical Thinking Skills                           | • Questioning & Responding Skills             |
| • Design Customized Programs                         | • Research, Data & Video Analysis             |
| • Documentation Skills                               | • Social & Digital Media Content Creation     |
| • Event Management                                   | • Teamwork                                    |
| • Knowledge of Management & Leadership Principles    |   |

### Brock Competencies

*The knowledge, skills and attributes that students develop through their curricular and co-curricular experiences and reflection.*

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|--|--|--|
|  Act Innovatively |  Collaborate Effectively    |  Practice Intercultural Fluency |
|  Apply Knowledge  |  Communicate Effectively    |  Surgite!                       |
|  Be Curious       |  Engage with Your Community |  Think Critically               |
|  |  Know Yourself              |  |



## Career & Job Search Resources

**Brock University CareerZone**  
careerzone.brocku.ca

**Job Bank**  
jobbank.gc.ca

**Sport Canada**  
canada.ca/en/services/culture/sport

**Canadian Interuniversity Sport**  
usports.ca/en

**LinkedIn**  
linkedin.com

**Sport Information Resource Centre**  
sirc.ca

**Edmonton Sport Council**  
edmontonsport.com

**Ontario Public Service Careers**  
gojobs.gov.on.ca/Jobs.aspx

**Indeed**  
ca.indeed.com

**Sport Alliance of Ontario**  
sportalliance.com

**TalentEgg**  
talentegg.ca



## Professional Associations

**Canadian Associations and Affiliates**  
charityvillage.com/cms/organizations/professional-associations

**North American Society for Sport Management**  
nassm.com

**Coaching Association of Canada**  
coach.ca

**Sport Marketing Association**  
sportmarketingassociation.com



## Experience More

**Brock University Ten Thousand Coffees Alumni Mentorship Program**  
brocku.tenthousandcoffees.com

**Experiential Learning Courses at Brock University**  
brocku.ca/ccee/experiential-education/experiential-learning-courses-at-brock

**Brock University Volunteer Association (BUVA)**  
experiencebu.brocku.ca/organization/buva

**INCommunities: Niagara's Volunteer Centre**  
niagara.cioc.ca/volunteer

**CareerZone Student Resources**  
careerzone.brocku.ca > Student Resources

**Ontario Internship Program**  
internship.gov.on.ca

**Commonwealth Games Canada International Development through Sport**  
commonwealthgames.ca

**Ontario Volunteer Centre Network**  
ovcn.ca

**ExperienceBU**  
experiencebu.brocku.ca

**Right to Play**  
righttoplay.com



## Further Education & Entrance Exams

**Brock University Graduate Studies**  
brocku.ca/graduate-studies

**Kaplan Test Prep**  
kaptest.com

**Canadian Universities and College**  
canadian-universities.net

**The Princeton Review**  
princetonreview.com

**Graduate School Guide (US & CA)**  
graduateguide.com

**School Finder**  
schoolfinder.com

## Educational Pathways

**Brock University Sport Management Program possibilities:**

- Master of Arts in Sport Management

**BrockCareerZone**

**careerzone.brocku.ca**

**BrockCareerZone**

**CareerZone Blog**

**Brock**  
University

Co-op, Career & Experiential Education